Yukon

Government of Yukon



Yukon Government NEWS release

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**Initiatives Mark National Non-Smoking Week**

WHITEHORSE - Health and Social Services Minister Brad Cathers today announced two Yukon initiatives to help mark National Non-Smoking Week from Jan. 20-26, 2008.

The first initiative is the fifth annual 'Smoke Screen' project. This is a pan-territorial media awareness and evaluation classroom activity for students Grades 5 through 12. Students view the top 12 tobacco education television ads from around the world, and vote on the ad they feel is most effective.

"This project has been very successful over the past four years in stimulating discussion with students regarding the health effects of tobacco and dangers of smoking," Cathers said.

Last year, more than 4,000 students across the north participated. The winning ad will be announced on World No Tobacco Day, May 31, and the ad will be aired on local television.

The second initiative is the promotion of the department's QuitPack Smoking Cessation Program. The program supports people who are trying to quit smoking by providing them with support and information. The QuitPack program consists of a two-hour information session, supportive telephone calls, monthly newsletters and a toolkit that includes handy advice and items to help them during the quitting

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process.

"Over the three years this program has been in place, we have had very positive response from smokers, with more than 500 people going through the program," Cathers added. "With telehealth now in all Yukon communities, we can offer the information session to smokers in rural Yukon."

You can enroll in the program by calling 1-866-221-8393 or visiting **www.freequitpack.ca**.

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